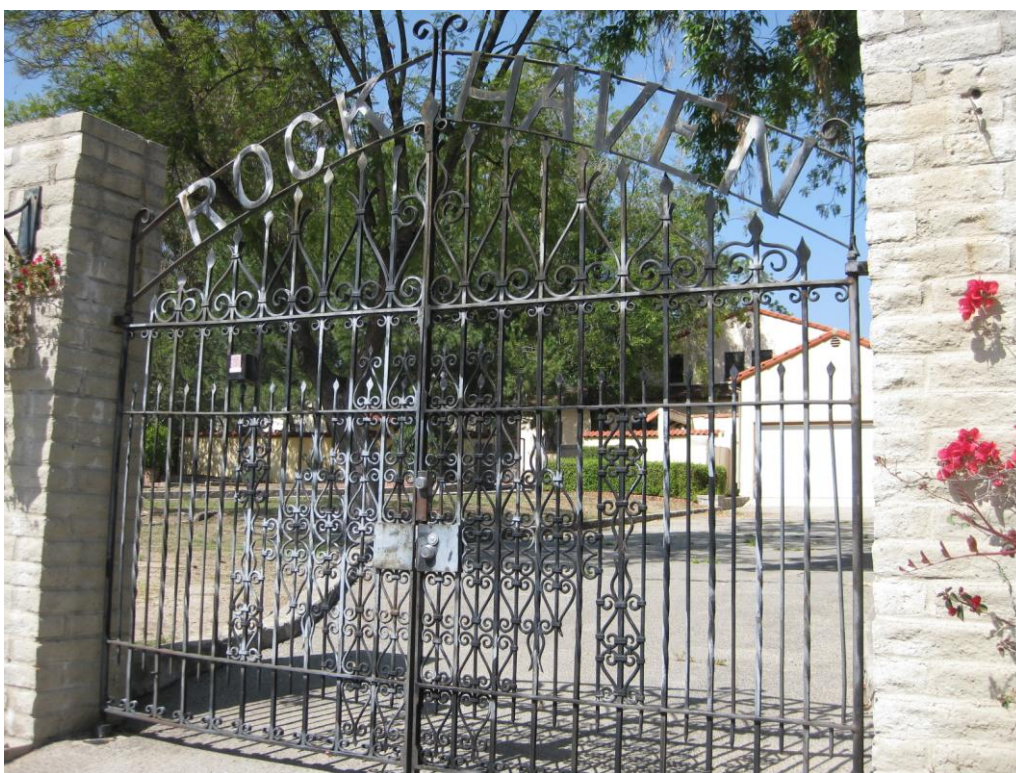




City of Glendale
Community Development Department
141 N. Glendale Avenue, Suite 202
Glendale, CA 91206

REQUEST FOR QUALIFICATIONS (RFQ)



**FOR THE DEVELOPMENT OF PROPERTY
AT 2713 HONOLULU AVENUE - ROCKHAVEN**

Release Date: May 2, 2014

Deadline for Submission: July 2, 2014

**NOTICE REGARDING DISCLOSURE
OF
CONTENTS OF DOCUMENT**

All responses to this Request for Qualifications (RFQ) accepted by the City of Glendale shall become the exclusive property of the City. At such time as City staff recommends a developer and such recommendation, with any recommended contract appears on the City Council agenda, all proposals accepted by the City of Glendale shall become a matter of public record and shall be regarded as public, with the exception of those elements of each proposal which are defined by the developer as business or trade secrets and plainly marked as "Trade Secret", "Confidential" or "Proprietary". Each element of a proposal which a developer desires not to be considered a public record must be clearly marked as set forth above, and any blanket statement (i.e. regarding entire pages, documents or other non-specific designations) shall not be sufficient and shall not bind the City of Glendale in any way whatsoever. If disclosure is required or permitted under the California Public Records Act or otherwise by law, the City of Glendale shall not in any way be liable or responsible for the disclosure of any such records or part thereof.

REQUEST FOR QUALIFICATIONS FOR DEVELOPMENT OF ROCKHAVEN

I. INTRODUCTION

The City of Glendale ("City") is soliciting Qualifications from developers to develop and construct improvements on a City owned parcel, the Rockhaven Site, located at 2713 Honolulu Avenue, Montrose, CA, 91020.

The goal of the City is to select a qualified developer that can introduce a suitable type of limited, but focused new development of the Rockhaven Site that also preserves potentially historic structures and opens up the Site and open space (or portions of it) to the community. The Site measures approximately 3.4 acres and is generally bounded by Honolulu Avenue, Pleasure Way, Hermosa Avenue, and La Crescenta Avenue, in North Glendale. The intent of this RFQ is to identify the most vision-driven, well qualified developer(s) with which to work exclusively on a subsequent Request for Proposals (RFP) for development of the Site.

Qualifications are due by Wednesday, July 2, 2014 at 5:00 p.m. and shall be submitted in sealed packages. Submission requirements are detailed in a later section of this RFQ.

The City is committed to non-discrimination and equal opportunity. No person will be discriminated against on the grounds of race, color, sex, religion, national origin, ancestry, age, marital status, physical or mental disability, or sexual orientation.

II. BACKGROUND

City of Glendale

Over the past 100 years, Glendale has grown from a small community at the edge of Los Angeles into a dynamic cosmopolitan city as diverse in its culture as it is in opportunities. Today, Glendale is the fourth largest city in Los Angeles County and is surrounded by Southern California's leading commercial districts including Los Angeles, Pasadena, Hollywood, and Universal City. Incorporated on February 16, 1906, the City of Glendale spans approximately 30.6 square miles with a current population of approximately 191,719.

The fact that Glendale is consistently listed as one of the Safest Cities in America and the City's abundant amenities makes Glendale a distinct place to call home for residents and businesses alike. Glendale is a full-service city offering first class amenities with its own police and fire departments, a wholly owned municipal utility company offering water and power, a complete public works department to maintain infrastructure, libraries to provide programs for lifelong learning, and a variety of parks for quiet enjoyment, organized sports or open space adventure. Glendale also offers its own bus service, the Beeline, with ten routes connecting customers to the Jet Propulsion Laboratory (JPL), the City of Burbank, and the Metrolink Stations in both Burbank and Glendale.

In addition to its reputation for safety, Glendale is a vibrant commercial and cultural center, with a blend of large and small businesses, multi-national corporations, and special event venues such as the legendary Alex Theatre. Glendale's five small but unique neighborhood shopping districts offer convenience to bordering neighborhoods, while the Glendale Galleria and The

Americana at Brand offer exciting regional shopping and entertainment options. Even with its bustling business culture, the City has retained its small-town appeal with quiet tree-lined neighborhoods, mountain ridges, wilderness reserves, and residential neighborhoods with distinctive and well-preserved period architecture.

The City is also home to Glendale Community College, a fully accredited institution which currently serves approximately 25,000 day and evening students, and approximately 10,000 others who participate in adult education and specialized training programs. Glendale's grade schools also have a long-standing reputation for excellence. Operating out of 31 schools and instructing approximately 27,000 culturally diverse children with innovative educational programs, the Glendale Unified School District is committed to achieving the highest standards on campuses. This is exemplified by the fact that nine schools have earned the National Blue Ribbon designation and 23 have earned the State Distinguished School Award, directly reflecting the schools' academic achievements, quality of instruction, school leadership, parent involvement, and school-community partnerships.

The local economy is dominated by retail and service industries with emphasis on the entertainment field. Glendale also boasts a large health care presence with three hospitals, two being regional medical centers, within its borders. Glendale is served by several major freeways, and its proximity to downtown Los Angeles, Bob Hope Airport (Burbank), and many recreational facilities make it a desirable place to live.

III. NORTH GLENDALE

North Glendale in Context

The City of Glendale's growth management strategy is intended to limit the impacts of new development on existing neighborhoods and hillsides. The City has purchased expansive parcels in the mountains for dedicated open space, adopted one of the more vigorous hillside ordinances in the region, and down-zoned many of the multi-family neighborhoods over the past two decades. In contrast, the transit-oriented districts along San Fernando Road and the downtown core, where growth can best be managed, allow for extensive redevelopment through mixed-use zoning and the Downtown Specific Plan (as can be seen in the current construction boom in these areas). Thus while the downtown is considered an area of transformation, for the majority of the city's residential neighborhoods, the current character is to be maintained. This is especially true in North Glendale, where transit infrastructure is limited, and the North Glendale Community Plan is largely a low-growth policy document.

Crescenta Valley

The Rockhaven Site lies within the Crescenta Valley, which is clearly defined by the San Gabriel and Verdugo Mountains. Historically unified under the Spanish-era Rancho La Canada land grant, the Valley was divided politically with the annexation of North Glendale (1950s) and the incorporation of La Canada Flintridge (1976). Although administered today by four different jurisdictions (City of Los Angeles, City of Glendale, Los Angeles County and La Canada Flintridge), the Crescenta Valley is perceived by many residents as a single coherent and distinct place or "town." Various neighborhood associations and community groups in the area claim all Valley residents as their constituents, and the County-funded Town Council occasionally takes positions on matters in North Glendale. In summer 2008, members of the Crescenta Valley Town Council requested that the City of Glendale revisit its planning policies, guidelines and zoning

standards as necessary to promote a single identity for the Valley, which resulted in the adoption of the North Glendale Community Plan in 2012.

North Glendale Community Plan

The North Glendale Community Plan shifts the focus of planning practice from zoning to community based policy. The Community Plan sets comprehensive policies and also serves as the main tool for regulating land use in neighborhoods. What makes the North Glendale Community Plan unique is that it transforms separate General Plan Elements into easily understood lot-by-lot development standards and guidelines based on community vision.

The North Glendale Community Plan project incorporates all the tools necessary for immediate implementation. Adoption of the Community Plan included:

- Amendments to four General Plan Elements (Land Use, Circulation, Recreation and Historic Preservation)
- Zoning amendments to create a new Commercial Hillside Zone and Fence Overlay District, and rezoning of commercial properties on Foothill Boulevard in North Glendale.
- North Glendale Community Plan Historic Context (Appendix A).
- Citywide Comprehensive Design Guidelines were developed and adopted to work in tandem with community plan neighborhood descriptions.

There are many wonderful, varied and stable residential neighborhoods in North Glendale, and they are the community's most important assets. The proximity to nature, abundance of parkland, and view of the mountains make North Glendale a great place to live. Maintaining the stability and charm of these neighborhoods is of utmost importance for the North Glendale Community Plan. <http://www.ci.glendale.ca.us/planning/NorthGlendaleCommunityPlan.asp>

The Crescenta Valley additionally has an abundance of unique parklands and historic features. Open space, recreational and cultural facilities, and historic preservation are issues important to North Glendale residents. Existing public parks, recreational opportunities and open spaces are desirable amenities. The community supports expansion of public trails, active parklands, open space, and cultural programs. Additional joint-use agreements with schools, increased recreational trails, more bike lanes, improvement in community facilities, and attainment of open space issues are supported by the community. The most important and valued regional feature in the Crescenta Valley is the view of the mountains.

The Crescenta Valley has a variety of neighborhood-oriented village centers and commercial districts, including Verdugo City and the suburban corridor of Foothill Boulevard. The most intense of these is the "town center" surrounding the vibrant and popular Montrose Shopping Park and the Sparr Heights Business District.

Montrose Shopping Park and Sparr Heights Business District

The immediate Rockhaven Site area is served by the Montrose Shopping Park and Sparr Heights Business District. While the two are fairly close together, they are distinct and separate districts.

The Montrose Shopping Park is a special district within the city, with a unique zoning designation and an active Business Improvement District. The Shopping Park predominantly

contains community serving retail and restaurants. Many businesses have been in the park for decades and enjoy a long-term clientele. The longest term business is Gelsinger's Meats (since 1934). The Shopping Park is served by City public parking facilities. The shopping park is popular among area residents for its convenience, its pedestrian friendly design, its relaxed pace, and the sense that shop owners are well integrated into the community. The Shopping Park is in generally good shape financially, in that vacancies are few, and supports a popular Sunday Farmers Market.

The Sparr Heights commercial district is located just south of the Montrose Shopping Park along and between Ocean View Boulevard and Verdugo Road continuing to the south to La Crescenta Ave. The mix of businesses in Sparr Heights is oriented more towards commercial services, with fewer restaurants and retail shops, and lacks communal parking facilities.

Verdugo City

The Rockhaven Site is within the neighborhood of Verdugo City, approximately 1 mile west of the Montrose Shopping Park. Verdugo City features a mixture of single- and multi-family residential areas served by commercial districts of neighborhood shopping, services, restaurants, professional offices, and community services on Honolulu Avenue between Orangedale Avenue to Ramsdell Avenue.

Once a vibrant community center that began in 1925 at the intersection of Honolulu and La Crescenta Avenues, Verdugo City is expected to slowly grow into a more vital Village Center under the North Glendale Community Plan. The area on Honolulu Avenue from La Crescenta to Ramsdell Avenues should be revitalized with small-scale neighborhood-serving retail and businesses, such as markets, coffee shops, restaurants and realtors. The streetscape in this area should be enhanced with street trees, curb extensions and other pedestrian improvements. The Verdugo City Post Office will remain open and the historic La Crescenta Women's Club and American Legion Hall Post 288 will continue to provide cultural activities and gathering places. Future development at the Rockhaven site should be appropriate to the surrounding context and contribute to the revitalization of Verdugo City's Village Center.

IV. ROCKHAVEN SITE

Site Description

The Site, located at 2713 Honolulu Avenue, consists of eleven (11) parcels, of which six (6) parcels along Hermosa Avenue are zoned residential (R-3050) and five (5) parcels along Honolulu Avenue are zoned commercial (C2-I).

All of the parcels are contiguous, with approximately 435 feet of frontage along Honolulu Avenue, 300 feet of frontage along Pleasure Way, and 580 feet along Hermosa Avenue. The total size of the property is 150,522 square feet, or approximately 3.4 acres. A parcel map is attached as Exhibit 1.

The portion of the site zoned R-3050 allows for one residential unit for each 3,050 feet of lot area that has this zoning, a 0.65 Floor Area Ratio (FAR), maximum 50% lot coverage, and a maximum height of 36 feet and three (3) stories. The balance of the property zoned C2-I allows for a maximum 50% lot coverage, and a maximum height of 35 feet.

The permitted number of residential units will vary depending on final configuration of lot lines within the development, but if the entire site were one property, the maximum number of residential units allowed by the current Municipal Code would be 84. With the SB 1818 Density Bonus, an applicant may seek to develop as many as 39 additional units (again, varying with how lots may be joined or split), although the City could allow more. City of Glendale Urban Design staff has studied the Site and feel that there is sufficient space to allow some flexibility in zoning standards. However, the project will need to be compatible with the surrounding neighborhood and should meet most general zoning standards. There is considerable interest in public access to portions of the site, especially those with buildings or settings of historic interest.

The northeastern portion of the Site contains thirteen primary structures, most of which contribute to the Site's historic character. These are connected by a series of pathways and discrete garden areas that possess varying degrees of historic significance. Together these form the portion of the Site considered to be the "historic campus" and that must largely be incorporated into any project proposed for the Site (see map Figure 1 and "Historic Status" section below). The buildings located on the Site are currently vacant (with the exception of an on-site caretaker employed by the City). The area surrounding the Site is generally occupied with residential uses, however Honolulu Avenue to both the northwest and southeast is lined with a mix of uses, including commercial, residential and some mixed-use buildings.

Two tours (open houses) of the Site have been scheduled during the timeframe of this RFQ for those developers interested in attending. The Site tours have been scheduled for Wednesday, May 21, 2014 and Wednesday, June 4, 2014 beginning at 9:00AM and running through 1:00PM for each day. **Developers are encouraged to RSVP for the Site tours by calling (818) 548-3111.** While attendance is not mandatory, it is recommended. Developers may attend at any point during these timeframes, however, a short presentation and Q&A is scheduled for each day beginning at 10:30AM.

Background History

Rockhaven is one of the most important historic sites in North Glendale, comprising 15 buildings situated in a rich and fully integrated landscape. It is a rare surviving example of an institutional typology that once flourished in the Crescenta Valley. With its clean air and drinking water and mountainous views, the area provided an apt setting for health-seekers migrating westward in the early decades of the twentieth century. By 1928, there were as many as 25 sanitariums (mainly sheltering those suffering from lung ailments) in the Valley. With massive suburban development in the area in the postwar years and the replacement of the clean air with smog, most health facilities closed down and were demolished. Rockhaven, however, continued to operate at its original location, providing geriatric care in the latter part of the twentieth century. The facility closed in 2005; it is currently vacant and owned by the City of Glendale.

Agnes M. Richards founded Rockhaven Sanitarium in 1923 after many years working as a nurse in state-run hospitals in Chicago and Los Angeles. She was discouraged by the way female patients were treated, believing that a "homelike" setting was more conducive to treatment than the institutional settings of larger facilities. Rockhaven was opened as a women-only facility and was one of the first private mental health institutions in California.

Rockhaven Sanitarium began with a single building, a two-story Craftsman-style "Rockhouse" that remained the centerpiece of the property until its demolition following damage in the 1971 Sylmar earthquake. Over time, Richards acquired neighboring Craftsman homes and

incorporated them into the facility. As the property expanded, additional buildings were built in the Spanish Colonial Revival style. Each structure maintained a domestic scale, serving as either patient bedrooms and living rooms or as living quarters for staff. A central kitchen and dining room served all patients. Outdoor spaces, connected by winding pathways and featuring mature oak trees and lushly landscaped planting beds were important to Richard's vision for humane patient care and remain important parts of the historic setting. Large portions of the site at the northwest and southwest were never developed.

City Acquisition of Site

The City of Glendale purchased the 3.4 acre property for \$8.25 million in April 2008 from Ararat Home of Los Angeles, Incorporated. At the time, the property was offered for sale on the open market and the City acquired it to (1) protect the historic nature of the site, (2) preserve the site, or portions of it, as public community space, and (3) create park space and recreation/service programming for the community.

Glendale Water and Power

In November 2010, the Glendale Water and Power Department (GWP) was authorized to drill an exploratory groundwater well on the far northwest portion of the Site (along Hermosa Avenue). The exploratory well was determined to be a viable well to help GWP optimize groundwater production. GWP now plans to fully develop the well. Pumps, motors, and controllers will be installed and housed in an enclosure on site. Mains (pipes) will be installed to deliver the water to a treatment site in La Crescenta and to a reservoir.

GWP is presently developing design plans. Construction will likely commence in the next 1-2 years. GWP will control and maintain this groundwater well and portion of the Site. The well site will be cordoned off and will consist of the far northwest portion of the site along Hermosa Avenue (75 feet of frontage of Hermosa Avenue and the full 150 feet of property depth).

Historic Status

Rockhaven appears to be eligible for the Glendale and California Registers of Historic Resources. It is also likely eligible for the National Register of Historic Places. The Site is currently undesignated. The City of Glendale is committed to ensuring that any development will maintain the property's historic character and integrity and be performed in accordance with the *Secretary of the Interior's Standards for Rehabilitation*.

A project will ideally retain all of the buildings identified as having high historic and architectural integrity, but limited demolition, alterations, and/or new construction in the historic campus area at the east of the site could be considered if it does not jeopardize the Site's ongoing eligibility for designation. New development proposed for the western portion of the Site should complement and work with any preservation of the eastern portion. The City has committed that upon completion of any project on the property, the historic Rockhaven campus will be nominated for listing on the Glendale Register. This designation would not necessarily include the newly-developed portions of the Site.



Figure 1: Rockhaven Assessment Diagram

The “Rockhaven Assessment Diagram” above (Figure 1) indicates the portions of the Site considered as the “historic campus” and those that do not contain any significant buildings or landscaping. The large areas of vacant land are identified as potential sites for higher-density new development (approximately 1.2 acres). The historic campus contains structures of high historic and/or architectural integrity (C, D, E, F, G, H, I, J, K, M, and N).

Most of the areas between these buildings, consisting of gardens, courtyards, walkways, and landscape planters, are identified as “cultural landscapes” that would be rehabilitated and/or enhanced by a project on the site. All mature oaks and sycamores on the site are also protected by the City and must be accommodated by any project.

The entry gate at the south and the portions of remaining stone walls at the north and east are also historically significant. Three buildings (A, B, and L) are identified as having low historic and/or architectural integrity and their demolition or alteration would not affect the Site’s eligibility for designation. The area identified as “GWP” contains the well site noted above and is not developable at this time.

V. DEVELOPMENT OF SITE

At the RFQ phase, the development concept must include the conceptual components of a master plan for the site, including, but not limited to, the structures proposed to preserved and restored for adaptive re-use, potential new structures to be built, structures to be demolished or replaced, portions of the landscaping and ancillary structures to be retained and reused, any

portion of the site that may be open for general enjoyment of the public, the proposed use(s), and basic approach for making the site an integral and compatible component of the overall community in the area. The developer may also propose any particular approach to design and architecture that the developer believes will be appropriate to the history and context of the site, explaining the juxtaposition and incorporation of any new structure with the preserved historic structures on the site.

It is recommended that the proposals reflect a vision that is appropriate for the site and the neighborhood context. The Glendale Municipal Code offers several tools and processes to customize the most appropriate review process for a unique site such as Rockhaven. The proposals must keep the underlying zoning and allowable densities of the site and its compatibility with the surrounding neighborhoods in mind. Depending on the level of creativity, uniqueness, and appropriateness of the proposal, the City of Glendale Community Development Department can offer a few pathways for the Developer to follow. The exact process to follow may be discussed after the RFQ process. However, it is recommended that the proposals be prepared with some of the options available in mind.

One option would be through traditional zoning and design review, where the Developer proposes a project consistent with established standards and guidelines subject to review by various bodies, such as the Historic Preservation Commission, the Design Review Board, the Planning Commission, and the City Council according to standard practices. However, the Glendale Municipal Code also offers two seldom-used site specific zoning options, Planned Residential Development Overlay Zone (PRD) as described in Chapter 30.20 of the Glendale Municipal Code, and Precise Plan of Design (PPD) as described in Chapter 30.24 of the Glendale Municipal Code. Alternatively, a Developer may propose more conventional site development methods, such as a specific plan and/or a development agreement to address unique ideas or circumstances on the site.

Regardless of the method used to entitle the proposal, the final project should 1) preserve all or most of the historically significant buildings through adaptive reuse; 2) maintain and preserve a significant portion of the historic landscape; and 3) allow for public access of all or portions of the historic campus. Any new construction on the site should be contextually sensitive to the historic campus and compatible in scale to the existing buildings. Provided these parameters are met, the City is willing to entertain a wide range of potential programs for the site, including but not limited to housing (affordable and/or market-rate), office, hotel, institutional or community uses.

VI. COMMUNITY INVOLVEMENT

The City of Glendale applies the term **community involvement** to the commitment to early and meaningful community participation and dialogue with regards to the development of the Rockhaven Site. While the City of Glendale retains the final responsibility and authority to decide on the development of the Rockhaven Site, the City values and seriously considers community input by providing the public with every opportunity to become meaningfully involved in the development process.

With regards to the Rockhaven Site, the public is considered to be made up of a wide range of individuals and organizations including, but not limited to, individuals living near the site, community organizations, members of special interest groups, and the City of Glendale staff and City Council. To that end, the City seeks to identify developers that have experience in:

- Keeping the public well informed of ongoing and planned activities;
- Encouraging and enabling the public to get involved;
- Listening carefully to what the public is saying;
- Identifying and meaningfully responding to public concerns;
- Adjusting planned actions when public comments or concerns have merit; and
- Explaining to the public how the developer has reached its decision or recommendation(s).

VII. REQUIREMENTS FOR RFQ

Interested applicants should submit 5 copies of a response to this RFQ (1 original and 4 copies) addressing the following:

- **Development Concept (Vision and Usage):**
 - A statement on the type of development that is being proposed and how it meets the goal of providing “community benefit.” The statement should include the developer’s vision for the property and proposed development, including indication of attention to design and sustainability. When available/identified, information should also include the following:
 - ✓ Target Population: A description of the households or population anticipated to benefit by the proposal.
 - ✓ Type of Use and Anticipated Number of Units/Offices/Studios: Specific designs are not needed at this time, but a general description of the types of uses envisioned (offices, studios, homeownership, rental, detached, attached, etc.). If preliminary sketches or concepts are available, they should be attached for consideration. They are not, however, required.
 - ✓ Additional Benefits: A description of the additional potential community benefits offered by the proposal that the City Council should be aware of. Examples of additional benefits can include open space, sustainability, amenities, social services and high quality innovative design.
- **Experience and Professional Qualifications:**

Mission of the Organization:

- Description of the mission of the applicant’s organization, how the proposal fits in with the organization’s goals, and why the proposal is of interest to the organization;
- Description of the legal status of the applicant (non-profit, private, partnership, LLC, corporation, etc.);
- A description of applicant’s business and/or development experience, including all major projects in which the applicant has been involved;
- A description of applicant’s experience in new construction and the rehabilitation and adaptive re-use of properties, including specific reference to past projects;

- A description of key individuals on the development team (engineers, project manager, economic advisor and others), their background experience and any other significant information the applicant would like to convey about the team;
 - Proposed Architect/design team with experience in high quality, sustainable design;
 - A description of applicant's experience working in the City of Glendale, if any; and
 - Applicant's references.
- **Sources and Uses:**
 - If available, a preliminary Sources and Uses should be provided describing the applicant's expectations of the various potential funding sources and costs of development, including any compensation to the City for the land.
- **Partnerships:**
 - Description of any additional individuals or organizations that the applicant proposes to partner with to implement its proposal for the Site.
 - Description of all public sector partnerships.
- **Experience With Community Involvement/Public Outreach**
 - Description of applicant's experience and process for public outreach and community involvement in a development project.
- **Constraints and Assumptions:**
 - A description of possible constraints (such as funding, scheduling, etc.), anticipated concerns regarding the project's goals, expectations or requirements, or assumptions being made for public agency financing, other funding, zonings changes, or other entitlements.
- **Conflict of Interest Declaration:**
 - Developer must complete and submit a Conflict of Interest Declaration attached to this RFQ as Exhibit 2.

VIII. REVIEW AND SELECTION PROCEDURE

Review Committee

A Review Committee consisting of representatives of the City of Glendale will review all complete submittals received by the closing date in accordance with the criteria and procedures identified in this RFQ.

It is anticipated that the Review Committee staff will analyze the submittals and bring forward a recommendation to the City Council in approximately 30 days following the RFQ submittal deadline with the goal of limiting the group of developers selected to participate in the next step of the selection process to three or less. The Review Committee may, at its option, request

additional information, clarification of information, or interviews with Developers before final selection is determined.

Based on the evaluation criteria, it is anticipated that the Review Committee will present recommendations to the City Council for review and approval in Summer 2014.

Immediately after receiving authorization from the City Council, City staff will notify the developers of their selection. At that point, the selected developers will be provided the Request for Proposals (RFP) and given 90 days to respond. Upon the completion of the RFP process, the Review Committee anticipates another 45 days will be needed to review all RFP proposals and make a recommendation to the City Council. The City Council may select a developer at the conclusion of the RFP process and enter into an Exclusive Negotiation Agreement (ENA). During the ENA period, City staff will negotiate the terms of a Disposition and Development Agreement (DDA) with the developer. During the ENA period, the developer will also be required to secure entitlements for the development of the site.

Selection Criteria

Developer selection will be based on the quality of the responses, including thoroughness and applicability to the requirements of this RFQ.

The following criteria will be used to assess Qualifications:

- **Development Experience**
 - Background knowledge and development experience on similar design projects will be evaluated. References will also be a component upon evaluation of previous experience.
- **Development Team/Partnership**
 - Strength of development team with respect to expertise and experience as well as possible partnerships being utilized for projects.
- **Design Team**
 - Strength of Design team to provide well-designed, sustainable projects with high level of livability.
- **Developer Vision**
 - Articulation of the vision for the property.
- **Additional Benefits**
 - Beneficial elements of the proposed development to the community, neighborhood, environment, etc.
- **Community Involvement/Public Outreach**
 - Strength of developer in successfully conducting public outreach and promoting community involvement.
- **Compliance to RFQ**
 - Compliance of RFQ submittal to RFQ requirements

IX. WAIVER AND RIGHTS OF THE CITY OF GLENDALE

The City of Glendale reserves the right, at its discretion, to pursue any or all of the following actions relating to this RFQ:

- Request clarification or additional information from Developers

- Invite one or more Developers for interviews or presentations
- Accept or reject, in whole or part, submittals received in response to this RFQ
- Negotiate with any qualified source
- Cancel in whole or in part this RFQ
- Amend this RFQ by written addendum or notification. Such addendum would be made available to each person or organization which City records show received the RFQ
- Waive any irregularities in any proposal
- Issue subsequent RFP's based on refinement of concepts proposed in response to RFQ
- Negotiate an agreement based on original proposals or on the basis of additional information obtained
- Negotiate modifications with any Developer as necessary to serve the best interest of the project.

The City of Glendale will not be liable for any costs incurred by Developers responding to this RFQ. The RFQ is not a contract or commitment of any kind. The City of Glendale reserves the right to reject any or all proposals, and not proceed with the development of the property.

It is the City of Glendale policy to assure equal opportunity to all persons, in the award and performance of any contract, without regard to race, color, sex, religion, national origin, ancestry, age, marital status, physical or mental disability, or sexual orientation.

X. PROPOSAL SUBMISSION AND CLOSING DATE

The Qualifications shall be prepared in a simple and economical manner that provides concise description of capabilities to satisfy the requirements of this RFQ. Under this RFQ, Parties interested in responding are asked to submit one (1) original and four (4) copies of the application packet no later than **5:00 p.m. on Wednesday, July 2, 2014** to:

City of Glendale – Community Development
Hassan Haghani, Director
141 N. Glendale Avenue, Suite 202
Glendale, CA 91206

Proposals that are incomplete have other content errors or deficiencies will be rejected. Contextual changes and/or additions to the proposal after submission will not be accepted. However, the City of Glendale may require additional information for the determination of the proposal's qualifications. Facsimile (FAX) transmission copies will not be accepted.

Questions related to the submission of your proposal, and/or questions regarding this RFQ should be directed to Peter Zovak or Michael Fortney, Housing Project Manager at (818) 548-3111 or (818) 548-3723 or at pzovak@glendaleca.gov or mfortney@glendaleca.gov. Only proposals submitted in response to this RFQ will be considered.

Submission of a proposal shall constitute acknowledgement and acceptance of all terms and conditions stated herein. Lack of compliance with legal or administrative submission requirements may lead to disqualification. Proposals that are disqualified will not be reviewed and rated.

XI. ADDITIONAL INFORMATION

City Resources:

City of Glendale Staff Reports on Rockhaven including Inventory, Topographical Map, Building Assessment, Asbestos & Lead Survey

<http://www.glendaleca.gov/government/departments/community-services-parks/parks-facilities-historic-sites/rockhaven-reports>

City of Glendale GTV6 Documentary Video of Rockhaven

<http://www.youtube.com/watch?v=88-u9JENth0>

Rockhaven Photo Album

<http://www.glendaleca.gov/government/departments/community-development/housing/request-for-qualifications-rfq-rockhaven-site>

Friends of Rockhaven

Facebook: Friends of Rockhaven

<https://www.facebook.com/pages/Friends-of-Rockhaven/466815756724048>

www.cvhhistory.org/rockhaven.htm

Glendale News Press Articles

“Glendale City Council invites developers to rethink Rockhaven”

<http://www.glendalenewspress.com/news/tn-gnp-me-0430-glendale-city-council-invites-developers-to-rethink-rockhaven-20140429,0,4950660.story>

“Rockhaven may open for development”

<http://www.glendalenewspress.com/news/tn-gnp-rockhaven-may-open-for-development-20140423,0,416256.story>

“Rockhaven is a treasured gem”

http://articles.glendalenewspress.com/2013-08-16/opinion/tn-gnp-rockhaven-is-a-treasured-gem-20130816_1_rockhaven-sanitarium-gem-billie-burke

“Rockhaven site might hold water”

<http://www.glendalenewspress.com/news/tn-gnp-well-20100807,0,4645843.story>

Historical Societies

Historical Society of Crescenta Valley

<http://www.cvhistory.org/meetings/oldmeetings/jun08event.htm>

The Glendale Historical Society

<https://www.facebook.com/GlendaleHistoricalSociety>

Exhibits:

- 1. Parcel Map**
- 2. Conflict of Interest Declaration**

Parcel Map

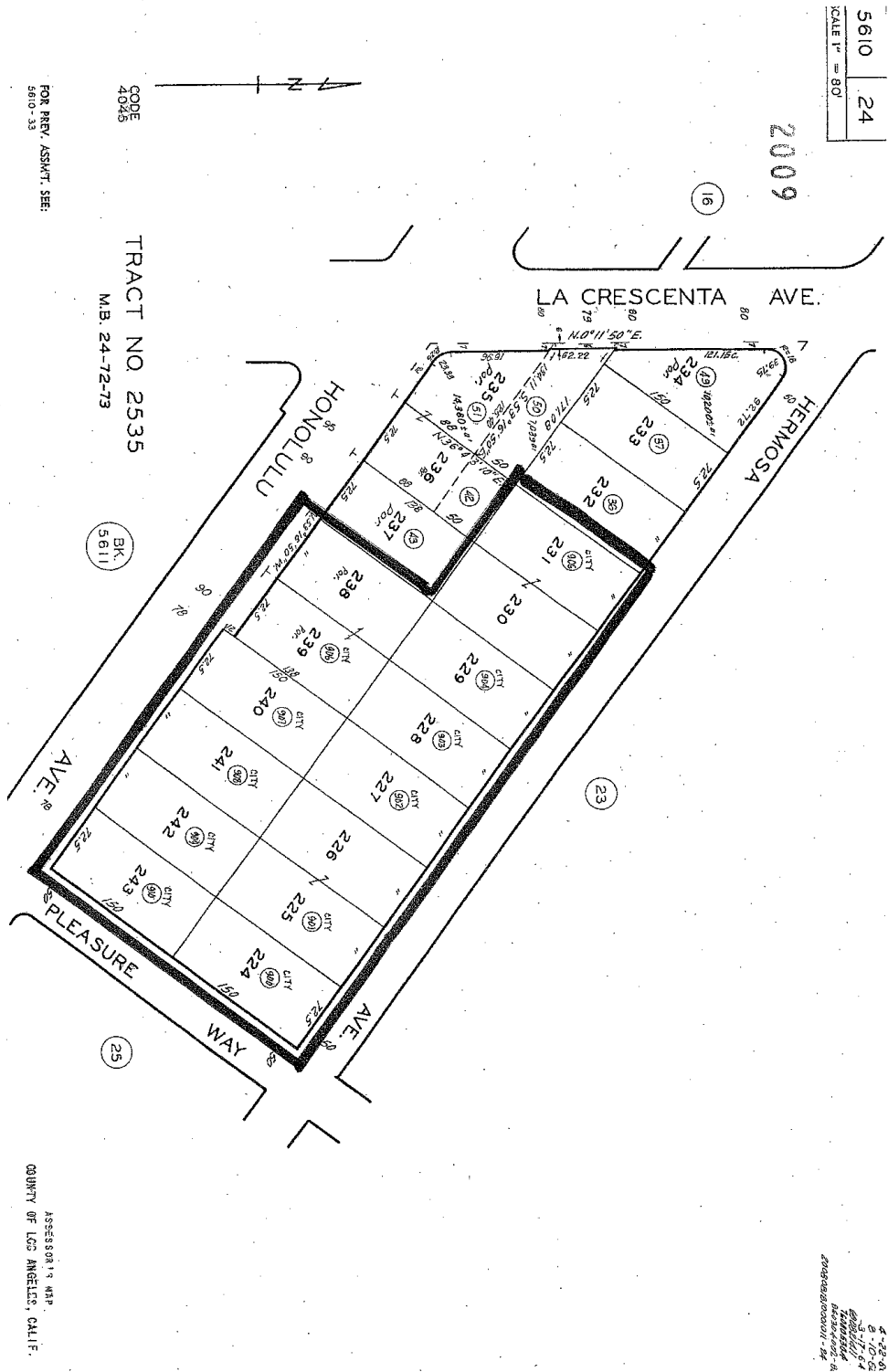


Exhibit 2

Conflict of Interest Declaration



**City of Glendale
Disclosure - Campaign Finance Ordinance
Applicants Seeking Entitlement**

Submit to Permit Services Center, 633 E. Broadway, Rm. 101.
For more information, call 818-548-3200.

(To be Completed Prior to Preparation of Staff Reports for Consideration of Entitlement Matter by Council, Agency, or Authority, or at Time of Appeal to the City Council if the Applicant is also the Appellant)

In August 2011, the Glendale City Council adopted Ordinance No. 5744, which becomes effective on September 9, 2011 ("Ordinance"). The Ordinance prohibits campaign contributions from "applicants seeking entitlement," their contractors and subcontractors (including their architects, engineers, and design professionals) while the application is "pending" and for 12 months thereafter. The Ordinance also prohibits Council Members from voting on any matter pertaining to an entitlement if the Council member has received a campaign contribution from the applicant seeking the entitlement, or certain contractors or subcontractors of the applicant, within the 12-month period preceding the vote.

The Applicant and the Owner/Lessor hereby discloses as follows.

(If printing, please print legibly. Use additional sheets as necessary.)

I. Name of Applicant and Name of Owner/Lessor on whose behalf application is filed:

Full Name	Title	Business Address	City	State	Zip

II. Officers or owners/investors of Applicant Entity. Please also disclose the following persons or entities related to the applicant entity: CEO/President, Chairperson, Chief Operations Officer, Chief Financial Officer, any member of the Board of Directors, and any individual or entity that owns 10% or more the contractor or applicant seeking entitlement, as well as any campaign +

Full Name	Title	Business Address	City	State	Zip

III. Contractor of Applicant(s) Seeking Entitlement*

Full Name	Title	Business Address	City	State	Zip

* "Contractor of Applicant Seeking Entitlement" means "a person who has, or has been promised, a contract as an architect, design professional, engineer, or general or prime contract with an applicant seeking entitlement. "Contractor of applicant seeking entitlement," includes not only the contracting party but also the CEO/President, Chairperson, Chief Operations Officer, Chief Financial Officer, any member of the Board of Directors, and any individual or entity that owns 10% or more the contractor of applicant seeking entitlement, as well as any campaign committee that is sponsored and controlled by the contracting party. Please list the names and addresses of all of these parties.

IV. Subcontractor of Applicant(s) Seeking Entitlement**

Full Name	Title	Business Address	City	State	Zip

** "Subcontractor of Applicant Seeking Entitlement" means "a person who has, or has been promised, a subcontract as an architect, design professional, engineer, or perform other work with a 'contractor an applicant seeking entitlement."

"Subcontractor of applicant seeking entitlement," includes not only the subcontracting party, but also the CEO/President, Chairperson, Chief Operations Officer, Chief Financial Officer, any member of the Board of Directors, and any individual or entity that owns 10% or more the subcontractor of applicant seeking entitlement, as well as any campaign committee that is sponsored and controlled by the subcontracting party. Please list the name and addresses of all of these parties.

V. Disclosure. The Applicant Seeking Entitlement has made campaign or officeholder contributions in the preceding 12 months to City of Glendale elected officials as follows:

Elected Official	Name of Individual or Entity	Date of Contribution

I hereby certify, on behalf of the above-named applicant(s) and owner(s)/lessor(s), that the applicant seeking entitlement has made the campaign contributions as set forth above. I also certify that the names of all contractors of applicant and all subcontractors of applicant, as of today's date, are fully set forth above. I further acknowledge that the applicant has a continuing obligation to update this disclosure form if the applicant selects additional or substitute architects, design professionals, contractors or subcontractors within ten (10) days of the selection or change. I hereby certify that I have been legally authorized by the applicant/owner/lessor to submit this disclosure form and certify to the content hereof.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on _____ at _____, California

Applicant's Signature _____, Print Applicant's Full Name _____

Applicant's Address _____

Applicant's Contact Phone Number _____

Applicant's Email Address _____



ACKNOWLEDGMENT OF RECEIPT OF CAMPAIGN FINANCE DISCLOSURE

(To Be Submitted at Time of Application Submittal)

Submit to Permit Services Center, 633 E. Broadway, Rm. 101. For more
information call 818-548-3200.

PROPERTY ADDRESS: _____

ENTITLEMENTS REQUESTED: _____

I hereby acknowledge, on behalf of the applicant(s) and owner(s)/lessor(s) for the project above, that the applicant seeking entitlement has received the campaign finance disclosure forms related to applicants seeking entitlement before the City Council, Redevelopment Agency and Housing Authority. I acknowledge it is the applicant's responsibility to review the requirements of the City's campaign finance ordinance, including its disclosure obligations and its applicability to the applicant and its contractors and subcontractors, which include architects, engineers, design professionals, prime or general contractors, and subcontractors retained by the applicant at the time the application is pending before the Council, Redevelopment Agency or Housing Authority.

Executed on _____ at _____, California

Applicant's Signature _____

Print Applicant's Full Name _____